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**TRAVEL AND TOURISM OF PORTUGAL AND ITS ECONOMICAL
DEVELOPMENT: CASCAIS REGION**

(2007-2017)

Dissertação para a obtenção do grau de Mestre em Relações Internacionais

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Resumo

O turismo é central para o desenvolvimento económico de um país, e base para a internacionalização da sua economia. No caso de Portugal, factores como o clima e outros de diferente natureza, tornam este país um destino preferencial de turistas nacionais e internacionais. A diplomacia económica como parte de uma estratégia de Política Externa tem sabido promover Portugal como destino turístico, atraindo investimento externo. Neste contexto, a região de Cascais ganha relevo, permitindo-nos perceber os efeitos económicos em termos de desenvolvimento das actividades turísticas, principalmente as que estão associadas ao turismo de praia. Esta dissertação parte de uma perspectiva transnacionalista e histórica suportada por uma análise dinâmica, em que a variável temporal converte-se num elemento decisivo; e procura entender os interesses nacionais envolvidos, mapear as acções realizadas por Portugal para desenvolver o sector do Turismo e o seu impacto na economia do país, expondo ao mesmo tempo as suas potencialidades. Concluimos que o Turismo é realmente importante para o crescimento económico de Portugal, e para o seu desenvolvimento. O nosso foco em Cascais permitiu-nos perceber melhor a dinâmica entre investimentos, e o resultado das acções que visam promover o sector do Turismo, particularmente, do Turismo de praia.

Palavras-chave: Turismo, Desenvolvimento, Cascais, Turismo de Praia, Internacionalização.

Abstract

Tourism is central to a country's economic development, and the basis for the internationalization of its economy. In the case of Portugal, factors such as climate - among others - make this country a preferred destination for both national and international tourists. Economic diplomacy, as part of a foreign policy strategy, has been able to promote Portugal as a tourist destination, attracting foreign investment. In this context, the Cascais region gains prominence, allowing us to contemplate the economic effects in terms of development of touristic activities, especially those associated with beach tourism. This dissertation starts from a transnationalist and historic perspective, supported by a dynamic analysis in which the temporal variable becomes a decisive element; and seeks to understand the national interests involved, to map the actions carried out by Portugal to develop the Tourism sector and its impact on the country's economy, while exposing its potentialities. We conclude that Tourism is truly important for Portugal's economic growth, and for the country's development. Our focus on Cascais has allowed us to better understand the dynamics between investment and result of the actions that aim to promote the Tourism sector, particularly beach Tourism.

Keywords: Tourism, Development, Cascais region, Beach Tourism, Internationalization

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Abbreviations

MLR = Multivariate Linear Regression

WTA = World Travel Awards

PGDP = Portuguese Gross Domestic Product

AICEP = Portuguese Investment and Foreign Trade Agency

AIP = Portuguese Industrial Association

EEC = European Economic Community

CTTE = Tourism Consumption in the

EFTA = Economic Territory European Free Trade Association

ICOM = International Council of Museums IFN National Forest Inventory

OECD = Organization for Economic Cooperation and Development

ILO = International Tourism Organization UN United Nations Organization

WTO = World Trade Organization

GDP = Gross Domestic Product

PIT = Tourism Domestic Product

UNESCO = United Nations Educational, Scientific and Cultural Organization

VAB = Gross Value Added

VABGT = Gross Value Added by Tourism

VABT = Gross Value Added by Tourism

WTTC = World Travel & Tourism Council

1. Introduction

Portugal is one of the famous tourist destinations in the world. The Tourism sector is the main economical component of Portugal and its satisfactory growth is very high. In this work we are trying to analyze the subject of “Travel and Tourism of Portugal and its Economical Development: Cascais Region”, focusing special attention on “Travel and International tourism and local economic development: Cascais and beach tourism”, covering the period from 2007-2017, therefore determining the major changes in Portugal tourism sector over the last 11 years.¹

Tourism is a central sector for the growth of the economy. The reality of the Tourism sector in the country is in line with the most optimistic perspectives, which show a high potentiality. Exceptional climate and natural conditions allow Portugal to work as national and international tourist destination. Besides competitiveness indices, Portugal has other attractive factors such as History, the Portuguese tradition and culture, landscape diversity and overall hospitality. It is also relevant to mention that the country is referred to as a preferred tourist destination when analyzing the internal security indexes, compared to other European countries tourist destinations.

Portugal has all the conditions for an increasing development of Tourism and, consequently, for an exponential increase in its economic development activity, particularly since that many countries today look to the Tourism sector as an exponential bet for the future - worldwide, the development of tourism has been continuous in recent decades. This is the sector with the highest growth in the world, being, according to the World Tourism Organization, the 3rd largest employer in the world, also meeting the study carried out by the United Nations Agency specialized in the analysis of the tourism sector, which outlines extremely optimistic scenarios.

The Tourism sector in Portugal is now one of the main sectors of the national economy and international economy. This means that the tourism sector contributes largely to the Gross Domestic Product (GDP), to increase investments and exports. The affirmation of Portugal in the international context as a privileged tourist destination is reflected, in particular, in its worldwide ranking, which in 2017 had already occupied the 14th position, with a tendency to rise in the frame of reference.

¹ It should be noted the tourist demand increased over the last 11 years.

It is very important to note that Portugal has been a choice of international tourists and therefore an attraction for foreign investment. This bet is essential in quality and innovation, and invariably in competitiveness at the level of prices that are generally practiced in Portugal. These are factors that today may be understood as strengths in tourism success in recent years, in addition to the security factor, thus capitalizing on the country an added value that others have lost.

In Portugal regarding the future of tourism, the prospective analyses are encouraging, defining scenarios that point to a continuous growth of tourism activity. For example, the World Tourism Organization predicts that world growth will be around 3.3% per year until 2030. Therefore, interpreting these scenarios as they are predicted, we are talking about a potential increase of tourists around 43 million. So it is easy to think about Tourism as an essential sector in order to internationalize the national economy. This dynamic allows for an exceptional development, namely in attracting innovation, resulting in a sustained and high level of economic growth.

Globalization has renewed the need for a clear commitment to the internationalization of the economy, based on innovation and modernization that supports the added value of the Portuguese tourism sector. However, the internationalization of the national economy must have knowledge, entrepreneurship, visionary leadership skills and the establishment of strategic partnerships at its base.

Portugal has been defined as a strategy for the internationalization of the economy and that has to project the added value of Portugal in order to reinforce the country's competitiveness in foreign markets.

One of the essential questions that originated this study was to understand if the increase in tourism activity verified in the last years is the result of the investment and the bet of the country in the sector, with medium and long term perspectives.

Generally, many countries, regardless of the degree of development they have achieved, use economic diplomacy, namely through the expansion of networks of consulates and embassies, in order to enhance the attraction of foreign investments, promote the country's image and support companies in their internationalization processes. Portugal is a good example.

Economical diplomacy is exercised using integration in international diplomatic networks, at two main levels, on the one hand in a more economic aspect, on the other in a markedly

political dimension. It should be noted that within these diplomatic networks there are agencies, as in the Portuguese case, the Agency for Investment and Foreign Trade of Portugal - AICEP - which aims to develop a competitive business environment that contributes to the globalization of the Portuguese economy. So in this way, Tourism is also a significant mean for the achievement of various political objectives, such as the development of the image of a given country abroad, or even the definition of better relations with other States.

If we think about temporality, Tourism is now definitely more dynamic and growing than before. In 2011 International Tourism arrivals increased by 1%, corresponding to 1,322 million. The size and speed of growth is evident in Europe, Africa, Asia, the Pacific, the Middle East and the United States of America.

The considerations exposed lead us in defining the main objective of this study: to investigate the role of tourism in the economic development of Portugal. Our focus will be on the Cascais region, particularly on beach tourism. Geostrategic location and local attractiveness for the international tourists let us to deduce some considerations about the relation between Tourism and actions to promote this activity.

Cascais has been known as the most beautiful area of Portugal since 19th century.

(Cascais) is the first choice of families, couples, tourists and all national and international visitors. (...) Cascais is also known as a surfing city given that it has an amazing surfing area (...) This place has 17 beaches with “crystal clear waters and white sands”. Cascais is framed by mountains, cliffs and dunes, in areas where you can surf, sail and fish. Mornings are the best time to visit the Cascais beaches (...). Cascais has become a fashionable golf destination. (Cascais Tourist Guide, 2021).

Therefore, and coinciding with several authors, it is important to determine the extent of the benefits of Tourism in the countries where this activity takes place, and to identify how effective its economic effects are. On the other hand, it is important to understand the role of Tourism for economic development, and how it is associated with sustainability. (All Answers, 2018).

1.1. Methodology and Theoretical Grounding

This study presents various programs that the Portuguese government to date has for the development of the tourism sector. The scope of this study extends to the various plans of the Portuguese government and its initiatives for the development of the tourism sector. For this study we had used secondary sources, such as the articles of some journals, thesis reports, magazines, books and official websites, government annual report. Through these sources we seek to know about Portugal's tourism position locally and globally.

Additionally, interviews will be held with those responsible for the tourism sector in Cascais and the Lisbon district. As research methodology we intend to use the descriptive (narrative and detailed numerical / graphic exhibition of the reality) and hypothetical-deductive methods supported by the dynamic analysis. This means that we propose to study the changes experienced by reality over a defined period of time, privileging in most cases a transnational perspective and a historical approach.

Tourism remains one of the fastest growing and important industries in the world. It is hard to underestimate the importance and the spectrum of the benefits that tourism provides. On the other hand, nowadays, the growing growth of tourism poses a range of challenges and problems that need to be solved. These challenges resonate in the emergence of the so called "alternative" or sustainable forms of tourism, which deem to be an antidote against the harms of the traditional forms of tourism. These new forms of tourism are reinforced by the new breed of tourists, who are no longer satisfied with the static offer of the traditional tourism. The present research shows on the case of Portugal and its potentiality of creative tourism to meet these challenges and the "new needs" of the tourists while also solving a number of problems that many destinations face - namely seasonality in tourism and the challenge of creating a sustainable development of tourism (Castells, 2012).

Tourism is, fundamentally, a global industry, having to attend the new global reality against one that characterized tourism for many years, typical of the most advanced economies. So many countries today look at the tourism sector as a bet for the future. Tourism development has been continuous in recent decades - it's the sector that shows the fastest growing records worldwide and, according to the World Tourism Organization, the third largest employer around the world, meeting the extremely optimistic scenarios performed by the study of the UN agency specializing in the analysis of this sector. In Portugal, tourism occupies a prominent place when we talk about the growth of the economy (Crespo & Tomás, 2017).

In this sense, the The Travel & Tourism Competitiveness Reports report points out that:

In effect, the reality of the tourism sector in Portugal is in line with the more optimistic perspectives, showcasing an extremely high potential. (...) Exceptional climatic and natural conditions, with great competitiveness in terms of prices, a rich culture, gastronomy and hospitality, in addition to Heritage and beautiful landscapes, with particular relevance to the perception of Internal Security that has been fundamental for the choice of Portugal as a privileged location for tourists (The Travel & Tourism Competitiveness Report 2017, 2021).

Therefore, Portugal has all the conditions for the development of tourism and, consequently, to increase its economic activity. Tourism is now one of the key sectors of the National economy; we would even say the main, showcasing an absolutely essential contribution for the GDP, investment, job creation and exports (Cunha, 2013).

Portugal's affirmation in the international context as a tourist destination is reflected in its ranking in the world, which in 2016 ranked 14th. The World Tourism Organization predicts that world growth will be 3.3% per year until 2030. Interpreting this data, we are talking about a potential of around 43 million tourists. That is why it is an inevitable sector when we think of the development of the national economy, so for the development of the Portuguese national economy, it will be necessary to have knowledge, entrepreneurship, visionary leadership and the establishment of strategic partnerships at its base (Tourism in Portugal, 2012). The question also arises here if that the increase in tourism seen in recent years is the result of investing in the sector, and which are the medium and long term perspectives, thought and structured that invariably produced effects such as that already feel today (UNWTO, 2020).

We can say that tourism is a key sector for the Portuguese economy - Portugal's economy is now growing because of the tourism sector. According to the World Travel and Tourism Council (WTTC), by 2024, this industry is expected to represent 20% of Portuguese investment and 21% of income and export services. Tourism is rapidly diversifying away from traditional beach vacations. Lisbon, for example, has become an important tourist destination for a city break (The Travel & Tourism Competitiveness Report 2017, 2020). Across the country, 19th-century spas and rural guesthouses have been restored and customers are eager to try new experiences.

Finally, this study sheds light on the need for further initiatives and the role of the government's approach to the economic development of the beach tourism sector (Portugal Tourism Revenues | 1996-2020, 2020).

2. Internationalization Strategies for Tourism in Portugal

Tourism appears as a relevant economic factor in Portugal and in the rest of the world, with great economic advantages, among others. Tourism can certainly play a decisive role in the development of poorer economies, which suffer from an adverse situation in their trade balance. In this chapter, we will discuss strategies for the internationalization of tourism in Portugal; we will describe the global context in which this strategy is inserted and its challenges; and we will go looking for the numbers about arrivals and their impact on the Portuguese economy.

2.1. The global context and challenges to the Tourism sector

As the demand for world tourists has increased, so has the number of destinations and markets. Developing economies face even greater challenges, which are also posed to developed countries, such as: their ability to maintain market share or increase if possible. In view of this scenario, it is essential to provide an answer that contributes to the quality of services currently available, on the one hand, and encourages the constant need for demand and bets on markets and new products related to new diversities that allow individual factors to exist. In this context, emerging destinations must know how to position themselves in this highly competitive market (Dacos, 2017).

The development of competitive products becomes a complex task due to problems such as infrastructural deficit, lack of transportation, lack of investment, lack of qualified labor, reasons for showing poor management, the absence of policies that allow small and medium-sized enterprises to enter the international market. These are the causes of the push and do not contribute to the actual evolution of the sector (Dacos, 2017).

Other conditional conditions for tourism development: political instability, inactivity or inefficiency of marketing and publicity activities and economic hardships as well as naturally less positive outcomes that result in penalties as well as conditional outcomes.

In general, it can be said that the demand of tourists is conditioned by three factors: firstly, the age structure of the population, secondly, the disposable income of the family and thirdly, the available vacation time, all these factors including the level of interconnected economic development (Dacos, 2017).

The evolution verified in the past years shows that the rapid expansion of purchasing power in Asian countries has clearly reflected the very important developments in the world demand

for tourism activities. As a result, Western countries tend to lose relative weight compared to this new tourism-emitting market (Pordata, 2021).

The economic growth of certain companies on the African continent will contribute to the growth of tourism flow in the medium term as a result of more intensive exploitation of its own resources. Indeed, it is expected that tourism practice destinations will become more remote as a result of tourism development as well as cost reduction related to tourism and technological development. This has increased competition at the international level (Dacos, 2017).

The changes that are taking place at the tourism level, especially due to the demand for more competitive prices, do not detract from the quality of services at the expense of their destinations. Markets need to adapt to strategic partnerships at the business level, but only then will it be possible to keep prices more competitive than overseas markets on the one hand and maintain on the other, or if possible increase, quality of supply services.

There are other important factors to increase the speed of global tourism such as flexibility or the ability to respond quickly to the growth of better and wider offer of tourism services and products as a factor of competition. In fact, these factors are clearly justified by increasing segregation of tourists themselves, “forced to present products and services for niches in different markets for tourist destinations” (Dacos, 2017).

Another key element that characterizes the current tourism momentum is the seasonality of the fight, including more services with the offer of more economically competitive packages, i.e. creating more convenient and quality integration solutions and therefore effectively, efficiently and effectively fighting tourists. The phenomenon that occurs due to age increase and by the management of the holiday period tends to be mixed throughout the year, especially for short holiday periods rather than single and long periods. Still related to the change in the age structure of tourists, it is good to mention that similarly adapting to new requirements or especially the very nature of the practice of visitors of a certain age directly affects the phenomenon of seasonal aging - older tourism, which is absolutely fundamental in tackling seasonality in Portuguese (Cavaco, 1979, 52).

In order to succeed tourism agencies need to take necessary steps to redesign themselves and create new alternatives. For example, regarding the issues of integrated management standards, quality, creation and dissemination of new services and products and effective management of tourism flows. At the same time, demand types need to change, not just subject to professional and school calendars.

The so-called top tourist currents have been perfectly identified, as well as the adverse conditions of some assumptions at the climate level or even political instability and in some cases it is impossible to accumulate productive stock. It is therefore imperative that on the one hand such expenditure of political power plays a pivotal role in adapting to the level of investment with private enterprise, on the other hand such declining demand may face any consequence, even with significant losses if the project is made large. In addition to compromising itself, the project will inevitably endanger itself. However, on the contrary, demand has exceeded expectations (Dacos, 2017).

There has also been a growing awareness in recent years about the real importance of tourism in environmental, cultural, economic, social and educational dynamics, and that is why the impact on different sectors of activity and production is very different and depends on each country. Therefore, the most important thing is what the tourists eat and which has a direct impact on the economic momentum.

The World Tourism Organization has realized that the products and services that characterize tourism, on the one hand, would significantly reduce their use if they did not exist in a given economy or if tourism did not exist. Thus, the realization of this indicator makes it possible to compare different economies among themselves by grasping different economies with different activities (Dacos, 2017).

However, several areas of activity have been identified that are transversal of all economies and it usually depends on tourism - transport, hotels, restaurants and tour operators. According to the World Tourism Organization, there are two areas that contribute the most to the total value added - catering and hospitality (Dacos, 2017).

In implementation, the supply-side hotel sector has been characterized by a huge segment, with a number of global corporates competing with regional and local markets. These global groups specialize in a specific market niche to get international recognition for this particular offer. They usually come from countries that emit tourists and so they have taken advantage of their internal recognition to expand their operations in foreign markets, create different levels of service and generally adapt to the whole society where they operate (OECD, 2020).

Regarding the field of commercial aviation, there have been major agreements in recent years, such as the consolidation of existing and operating companies, or even the emergence of new ones, with a particular focus on liberalizing the European market. From these businesses the big companies come up with a variety of options that ultimately reflect greater sector competition, cost reduction and new market capture (Dacos, 2017). Basically, it's about taking advantage of Synergy's very positive transformation in an obviously broad market. In

addition to this reality, companies devise various strategies to attract customers, especially with the creation of loyalty clubs, which aim to promote their frequent customers, serving as an incentive for other companies to lose.

New technologies have clearly contributed to the loss of importance to tour operators in general, although they continue to be fundamental for some market segments, providing a connection between demand and supply. With the creation of new computer platforms and the creation of very intuitive services for the general public, tourists have more and more autonomy and this will allow them to access the same offers in the final analysis, but also the possibility to create their own programs (Dacos, 2017). It is clear that the tourism sector was rapidly adapting to the new economic momentum based on the creation and development of new technologies, which, in addition to its promotion through the Internet, were in fact one of the most important areas for global electronic transactions.

2.2. International Strategies for Tourism in Portugal

Tourism is one of the activities of great relevance worldwide but there is strong competition in this sector, and for this reason countries need to attract national and international tourists to maintain its distinctive position.

Investment in the sector is fundamental to boost the Portuguese economy. In that sense, the decision to internationalize Portuguese hotels, for example, can be considered a good bet. An external linear regression (MLR) analysis for the Portuguese context using a 2015 database concludes that these firms are statistically significant, where only a few are statistically important for the internationalization of the resource sector.

In general, the industrial and hotel sectors tend to be explored in areas where they exist or are produced, such as in areas where the concentration of similar or complementary activities increases, allowing for competitive advantage to be created internally or through interaction with specific knowledgeable entities within the cluster. (Travel Tourism Portugal, 2021).

The main challenges that defined an international strategy for Portugal's tourism sector were to combat competitive threats and seize opportunities in foreign markets, mainly due to innovation, initiative, quality, competition, business management and internationalization (Oliveira, 2021).

The tourism sector presents three main vectors in the concept of internationalization: foreign direct investment in Portugal, Portuguese investment abroad, and buying and selling of goods

and services abroad. International organizations are a central aspect of national organizations, since their success depends not only on the European market, but also on the world market, with the ability to achieve this goal. (Pordata, 2021)

Since the 1990s, the Portuguese economy has undergone an uninterrupted process of modernization with the entry into the European Economic Community, a major change for Portugal's tourism sector, a projection of internationally adequate justice and a projection of Portugal bilateral relations. With the entry of the European Economic Community, this attitude changed and Portugal had the opportunity to be multilateral in international relations. This process also allowed for a significant development in the tourism sector, as it sought more foreign direct investment on the one hand and a clear bet on the promotion of the country's image in order to attract a growing number of tourists on the other.

Competition has been and continues to be a central component of the strategy to expand the tourism sector in the international market, depending on a variety of factors, some of which clearly depend on companies and their ability to define clear strategies focused on foreign markets, such as entrepreneurial consciousness, business partnership efforts, increasing productivity and quality, establishing strategic alliances, strengthening product price discipline, among others. National and community public policies also play a central role in this economic index.

In recent decades, governments have established a coherent and stable structure that provides the necessary conditions for activities, especially economic and financial policies such as the credit line. Infrastructure investment, the evolution of the education system, the reduction of bureaucracy, the flexibility of labor, the promotion of national products and services and the promotion of the image of the country were fundamental not only to the tourism sector but to the economy as a whole. Competitive strategies primarily seek to combat structural problems, such as low productivity, or high external bias, in order to achieve results (Dacos, 2017).

In recent decades, concrete political alternatives have been adopted, creating multiple integrated processes and mechanisms aimed at encouraging and supporting the internationalization of national institutions - specific programs for the public and private sectors such as the National Reference Framework 2014-2020 (Pordata, 2021).

This is the potential path of the Portuguese economy in a responsible and credible way to meet the real needs and interests of the political economy and to carry out the task of implementing economic policy and the need for its internationalization.

Portugal saw multiple investments, including the creation of joint ventures, the implementation and consolidation of hotel groups, the emergence of new tour operators, and a

significant increase among others in the management chain. Although certain investments may have some risk, mainly due to the necessary balance of supply, these were the determinants for a new standard in the tourism sector, and they arose with the motivation to encourage new investments and business opportunities (Pordata, 2021).

It is clear that Portuguese businessmen take advantage of Portugal's competitive advantages as a tourist destination, such as the climate, culture, gastronomy, history, and the hospitality of the Portuguese people to welcome foreigners visiting Portugal.

2.2.1. Proportion of International Tourists

During their life cycle in the market, companies involved in the tourism industry prefer to concentrate on places that are beneficial to the business due to the high competition between the companies and the tourist destinations. This concentration of similar entities is inspired not only by the internal characteristics of the region, but also by the economy of the aggregate or location. Hospitality, in the economies of location, will allow hotel location, infrastructural sharing and access to outsiders in a place with a number of complementary services and businesses (Oliveira, 2021).

These externals inform potential customers of demand and supply in regions in areas of entry into the hotel industry. Collins et al., (2004) indicate in their research that the convenience of aggregation of tourism companies and access to resources play an important role in determining the location of the hotel industry. This geographical integration of products / services enables tourism companies to reduce consumer demand costs and consequently increase demand in a region, and it has been observed that the more counties that attract more tourists, the more they attract tourism companies.

Success in the market comes in this way, taking advantage of the attractions of each tourist destination and collaborating with each other in the field companies and activities of the location. The transformation of the structure with potential tourist and market features allows international tourists to manage the demand and offer of tourism products.

To this end, there are more advantages for companies in the economy to adopt innovative strategies that allow for the transformation and development of tourism products / services, creating images and attractions of the tourism sector for international tourists. (Simonska, 2012) In this sense, hotel companies and complementary products / services can stimulate the demand of international tourists with the largest number of countries, as these regions usually have a number of services and features that they want to experience. Foreign tourists contribute to the development of various fields related to the tourism business through

accommodation arrangements and use of existing services in the hotel establishments in the region (Dacos, 2017).

2.3. The impact on the Portuguese Economy for Tourism

Today, tourism is more concentrated in the Portuguese economy than ever before. Evidence of this is the result of a balanced structural surplus of services that are largely due to the “travel and tourism” and “passenger transport” items. Portugal's international tourism activities contribute significantly to the reduction of the financial needs of the economy and thus clearly international tourism appears as a source of wealth creation in foreign markets. Recognized by institutions and scholars, Portugal is now “in fashion”, and the expansion of the tourism sector is so obvious that it is risky not to need promotion in some foreign markets. Thus, entities like tourism in Portugal or tourism in Lisbon present tourism promotion as a key element of the country's continued appreciation as a tourist destination abroad (Dacos, 2017).

As one of the results of these guidelines, for the second year in a row marked by the World Awards (WTA), Portugal has been recognized as the world's best tourist destination in 2018 with the goal of becoming the world's best travel destination.

Travel and Tourism balance

Year	Balance	Exporter	Importer
2007	4.533,41	7.402,10	2.868,69
2008	4.501,33	7.440,10	2.938,78
2009	4.195,58	6.907,84	2.712,26
2010	4.648,45	7.601,27	2.952,82
2011	5.171,99	8.145,56	2.973,57
2012	5.659,57	8.605,54	2.945,97
2013	6.129,92	9.249,61	3.119,96
2014	7.075,67	10.393,92	3.318,25
2015	7.838,94	11.451,08	3.612,14
2016	8.830,63	12.680,55	3.849,92
2017	10.860,66	15.153,36	4.292,70

Table 1. Travel and Tourism balance (in Euros)

Source: Portal por data

The factors mentioned above (price competition, climate, hospitality, gastronomy, culture, geography, political stability and climate of protection) serve as the pillars that make this sector effective, each time increasing the domestic product with more significant weight in Portuguese gross (GDP).

2.3.1. International tourist arrivals

The following graphic shows us some important data about international tourist arrivals.

International Tourists Arrivals in 2007-2017.

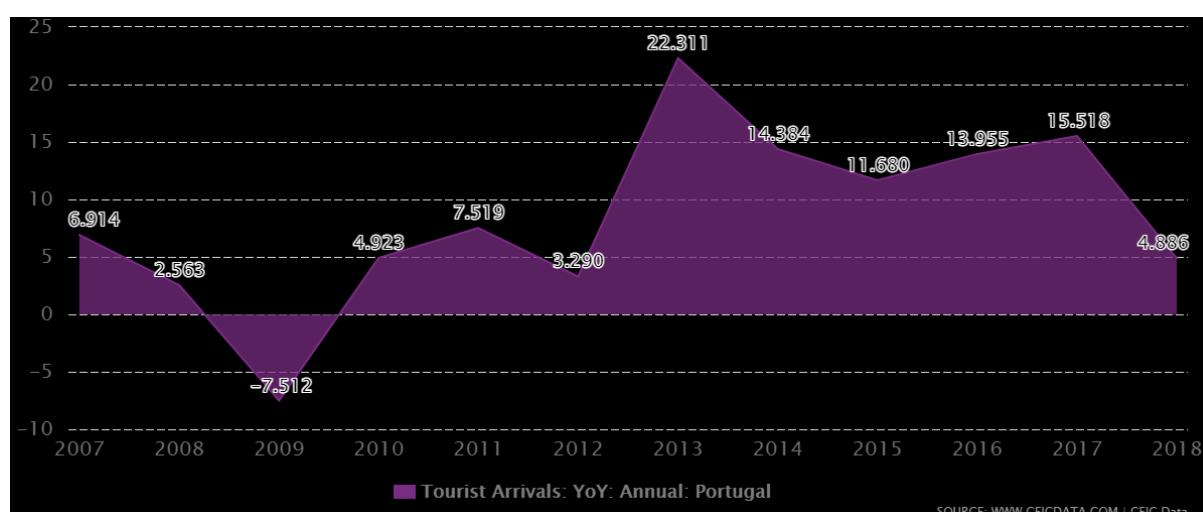


Figure 1: Tourist Arrivals, Annual, Portugal

Source: CEICDATA.COM CEIC data

Figure 1 shows that by December 2018, Portugal had recorded the arrival of at least 16,186,000 international tourists. On the other hand, 15,432,000 tourists arrived in the previous year. These are remarkable records for tourism in Portugal where international visitors arrival data is updated every year. Thus, here we can see that, compared to other years, in 2018 the number of international tourists arriving in Portugal is the largest one ever. We are talking about 16,186,000 people in December, from 2007 to 2018, it's the last year that reveals the highest numbers.

Portugal Visitor Arrivals data is updated annually, available from Dec. 1995 to Dec. 2018. The data reached an all-time high of 16,186,000 person in Dec 2018 and a record low of 4,567,000 person in Dec 1996 (The World Bank provides annual Tourist Arrivals).

2.3.2. The Growth of Tourist demand and the Internationalization of Portugal

The number of overnight stays in Portugal is steadily increasing day by day. The expansion of commercial air travel in the 1960s helped increase the number of tourists and internationalize tourist demand in Portugal.

Most of the tourists come from the United Kingdom and the United States. In terms of tourist destinations, this demand showed a particular interest in Lisbon and its environments, as well

as Cascais beach and beach resorts that make the western Portuguese coast where there is a greater supply of accommodation **(See Annexes 3, 5, 7)**. Resorts such as Figueira da Foz, for example, saw a significant demand from Spanish visitors.

In Portugal, housing capacity tripled in the 1960s and at the same time supply expanded and cheaper facilities were seen, such as camp and caravan sites and youth hostels. The combination of the 1973 oil crisis and the devaluation of the dollar led to a recession in tourism, especially domestic tourism. In the mid-1970s, the year after the revolution that established democracy in Portugal, tourist demand declined (Portugal Contribution of Travel, 2020).

In 1975, but more specifically in 1976 and 1977, there was a clear increase in the number of overnight stays in hotel establishments, which was due to the state ensuring accommodation for thousands of people returning from the former Portuguese colonies such as Angola, Cape Verde, Guinea-Bissau, Mozambique and Sao Tome e Principe (Cavaco, 1979). The solution behind this fall shows that the tourist accommodation system was politically exploited as the number of existing hotel establishments did not increase. The tourist destination were devalued at the end of February 1977, inspiring tourists from Germany, the United Kingdom, the Netherlands, Sweden, and the United States to visit. Since Portugal joined the European Economic Community in 1986, road infrastructure investment has led to improvements in domestic access and facilitated the travel of foreign tourists (The Impact of Online Content, 2020).

Number of overnights stays in hotel establishments in Portugal



Figure 2: Number of overnights stays in hotel establishments in Portugal

Source: Instituto Nacional de Estatística, Lisbon.

Over the last fifty years, there have been tremendous changes in the tourism demand of Portugal. It's growing faster than any other sector in Portugal. Meanwhile domestic tourism is in decline. It was only in the Third Development Plan that domestic tourism was considered valuable from an economic point of view. The goal of the Fourth Development Plan is to democratize domestic tourism and promote it to a more social class. The decline in domestic tourism was more pronounced in the 1990s, and continued into the 1990s (INE).

After joining the European Community in 1986, Portugal gained more advantages and was finally able to enjoy more purchasing power and easier access. From this point onwards, Portugal could also choose more international travel centers – a great achievement for Portugal's economy.

Europe is currently the main source of International Tourism demand in Portugal: the United Kingdom, Germany, Spain, France and the Netherlands. Outside of Europe, Brazil and the United States are the main sources of tourists.

Portugal has recently been promoted as a tourist destination not only in Brazil and the United States, but also in Russia, China and Scandinavia. Tourism from Scandinavia has become more specific - golf and nautical tourism -, diversifying the demand for seasonal tourists for decades - sea and sun in Portugal. We all know that Portugal is very famous for its beaches, nature, heritage, rich tradition and much more (Oliveira, 2021).

3. The Tourism Sector in Portugal

The aim of this chapter is to critically evaluate the Portuguese Tourism concept. The chapter is structured into sub-sections that analyze: Historical context of the Tourism sector in Portugal; Tourism in the world industry, including Portugal; Recognition of Tourism activities; Tourism planning in Portugal; and Event planning and internationalization of Portugal.

3.1. Historical context of the Tourism sector in Portugal

The intrinsic desire for adventure and the discovery of new realities, an indissoluble part of human nature itself, creates a need that acquires progressive relevance from the 19th century onwards, only becoming more generalized after the second half of the 20th century, a period of valorization of rights work and paid holidays.

The international conjuncture of tourism serves as a basis for the interpretation of the period between 1815 and 1841, fundamental for the emergence of tourism as we know it today, since, in this timeframe, fundamental infrastructures and services for its development, such as the construction of the first macadam roads, the trains, the steam engine, the hotels, the telegraph and the travel agent itself in a period when travel is still connected with elitist practices associated with the idea of the Grand Tour in a European context.

This is undoubtedly a remarkable moment, a turning point and a precursor of tourist activity, in an overseas Portugal that, due to its will and spirit of adventure, allowed it to conquer not only vast territories, but also the creation of a national sense that was based on willingness to explore and discover. It was in a natural way that new interests emerged, and that by extension Portugal gradually resumed its European dimension. The Liberal revolution resulted in the loss of large revenues, however it was this shock that allowed Portugal to leave the state of immobility in which it found itself as consequence of the establishment of the Constitutional Regime, which allowed the democratization of economic and financial life, and which also translated into an attitude of alignment with Europe (Fragoso, 2021).

After the Napoleonic Invasions, containing the political and civil unrest, and as a result of the inevitable adjustment of society to the new liberal principles, Portugal started to enjoy conditions that favored the sustainable, comprehensive and inclusive development of tourism,

and above all allowed to transmit to all potential visitors or investors that the country has become safe, reliable and peaceful.

In the 1940s, the Government of Costa Cabral laid the groundwork for the development of tourism practice. A concrete sign appears with the opening in 1840 of a Hotel in Lisbon with the name of Bragança (in honor of the Royal Portuguese family). This hotel was part of an expansion strategy for a British hotel chain that has units throughout Europe and the Americas, at a time when the British Empire dominated the world's maritime movements, coupled with strong economic interests with its oldest ally of Portugal. (Fragoso, 2021).

It is at this stage of some progress that some investments in infrastructure are made, which despite being aimed at residents would equally benefit any visitor. Some examples are: the São Carlos Theaters in Lisbon, São João in Porto, the Lisbon public promenade, the Teatro D. Maria II, as well as the appearance of Parisian-style cafes such as Martinho da Arcada or Magestic in Porto, among others, and which came to provide the development of cultural movements (Tertúlias) and tourist entertainment (Fragoso, 2021).

The “summer” fashion was accentuated, on the one hand, with the use of thermal resorts, of which I highlight: Gerês, Caldas da Rainha, Estoril and São Pedro do Sul, medicinal sources par excellence, and the large population flow registered in the interior to the coast for the “bather” practice. However, the lack of a transport network conditioned tourism activity, not only for residents but also for foreigners, causing multiple points of interest to stop being due to the lack of accessibility (Fragoso, 2021)

The construction of the first macadam roads and the first railway lines that would provide the connection between central Europe and Lisbon came with Fontes Pereira de Melo, at the same time that local agents in Lisbon and Porto created the first transport companies.

In 1911 Portugal organizes the IV International Tourism Congress, and by extension the Tourism Bureau is created by Decree, as part of the Ministry of Promotion. The creation of such a body was suggested in the Assembly of Congress in order to materialize what was the government's will - the country's ability to develop tourism activity.

In 1936, the 1st National Tourism Congress was held in Lisbon, which aimed to promote a holistic view of the true situation of the tourism sector in Portugal. It was intended to analyze the past and build a future with solid and credible bases, with contributions from the most prestigious specialists in the field, national and international (Fragoso, 2021).

Despite the negative impact that the post-war period created in the tourism sector, the transformations in Europe and in the World foresaw a very sharp appreciation of tourism activity.

In the 1960s, the intense growth of tourism was already known, a time of great emphasis in the Mediterranean area, when Spain bet vigorously and with very significant results in tourism, and Portugal follows the same path although in a different context, with the need for an in-depth study and with the necessary planning, but this was already an irreversible reality (Fragoso, 2021).

It was, therefore, a phase of development and creation of bases, namely, with the construction of many infrastructures, construction and requalification of inns and the regeneration of popular traditions, which would provide the consolidation of a tourist sector structured at an economic level in order to be able to compete with international markets.

It was in this scenario that an environment of widespread interest in tourism was created, with the participation of several distinguished people in conferences, exhibitions and international organizations in order to promote the sector. In 1965, the former Tourism Office was elevated to the General Directorate, and sought to mobilize, based on a national consensus, not only the State, but also the municipalities, entrepreneurs and investors in favor of a development strategy (Fragoso, 2021).

This development was based taking into account several indicators such as: demand forecast; the capacity and quality of the equipment; investment prospects and Tourism promotion. In parallel, indispensable communications and transport infrastructures, as well as significant improvements in traffic at ports, airports and the road network, namely with the construction of the 25 de Abril bridge in 1966 (Fragoso, 2021).

Investments were also encouraged, loans and tax exemptions were granted, in order to encourage investment itself, which resulted in the evolution of installed hotel capacity, which reached 80 thousand beds in the 1960s. The entry of tourists in 1953 amounted to it reached 150 thousand, in 1964, 1 million, and in 1968 it reached 2 million. As a consequence of this increase, revenues grow above the expected, surpassing for the first time all the main classic exports such as canned goods, textiles or cork (Fragoso, 2021).

What sustains this development is, on the one hand, the private sector's awareness of the phenomenon of tourism, and on the other hand, the State's guidelines, always with the

intention of not putting obstacles to development, but rather, of having a complement between the public sector and the private sector. In this sense, there is a profound reorganization of professional training, which is indispensable for the sustained growth of the sector, namely with the creation of new professional schools, as well as a thorough assessment and adaptation of laws related to tourism.

In 1966, the National Congress of Tourism is held with the primary objective of extending tourism activity to the entire territory, and of promoting economic cooperation in the external aspect, namely within the scope of Economic Territory European free trade Association (EFTA) and Organization for Economic Cooperation and Development (OECD). It is also in this decade that tourism takes on a national dimension, and reflects its true importance as a strategic sector for the country's economic development (Fragoso, 2021).

The April revolution, associated with revolutionary movements, created a climate of instability and insecurity that naturally affected tourist activity, however these consequences were limited in time. With the reorganization and stability of political power, tourism activity resumed, based on free enterprise and a free market, and the crisis in the sector was naturally overcome.

In the 1980s, with the stabilization of the sector, the Government defined a policy for the tourism sector that aimed to increase supply, stimulate demand, promote tourism and resolve structural problems. In order to achieve the established goals, priority areas of action were defined, namely with spatial planning, the creation of tourist development hubs, the creation of tourism in rural areas, and other measures to strengthen tourist activity in privileged areas such as the Serra da Estrela, the region of the Algarve coast and areas of thermal practice. Several programs were also created to create museums, inns, golf courses, tourist entertainment; financial support, rehabilitation and modernization of existing equipment. Also in terms of training, new schools were created, namely Vilamoura and Coimbra, and new training programs in the area of cultural animation also appeared, as well as other innovative programs (Fragoso, 2021).

Progress was also visible in terms of legislation, the deepening of Portugal's action with the OECD, namely in promoting the OECD Tourism Committee, or even in terms of the World Tourism Organization, where Portugal supported free movement around the world, and with support in concrete actions, namely in the promotion of quality and safety and by the expansion of tourism internationally.

With the entry of Portugal in the European Economic Community, the influence that comes from it is visible, always respecting the national culture and identity. It is from this moment that there is a national consensus on the implementation of tourist activity in our country, which reflects its action in a technical framework that is based on seriousness and competence (Fragoso, 2021).

The 1990s were characterized by the very significant expansion of tourist activity in Portugal. The creation of new infrastructures, the perception of the need to prospect for new markets, were an integral part of a national and consensual strategy, proof of this is the Balance of the Travel and Tourism Balance, which in 1996 had a balance of € 1,923.31 (One Million) 25, and in 2016 this figure reaches the level of € 8,830.63 (Billion).

This expressive evolution results in the first place from the clear identification that Portugal enjoys unique, singular and diversified characteristics for the practice of tourism. Then, because there is a national consensus on the need for a continuous bet in the sector that has gained an absolutely central importance in the Portuguese economy, as evidenced by the VABGT in 2016 7.1% (Fragoso, 2021).

The 2000s have been characterized by a very expressive increase, on the one hand in the emergence of new hotel units, new equipment, the creation of new niche activities, but also in terms of holding international events and promoting Portugal as tourist destination, made Portugal a case of success worldwide, with a clear bet by Turismo de Portugal on internationalization (Fragoso, 2021).

3.2. Tourism in the world industry, including the Portuguese one

Mainly tourism is identified by the world travel organization as an economic and social phenomenon that occurs internationally, people leave home on vacation or for commercial purposes to other places or regions. The current tourist is a very experienced traveler, has all kinds of knowledge about tourism and is very attentive to your needs and services. (WTTC, 2010 (a))

Tourism has grown rapidly over the decades and this is the key factor of socioeconomic progress. From 1950 to 2005, international tourism arrivals increased 5.5% - 25 million to 666 million travelers. Tourism represents the major sources of income in the international market. (McKenna, 2000)

The tourism sector is now recovering from the worst crisis over the last 60 years. In 2009, the economy GDP fell for global travel and tourism by 4.8%, and in late 2010 the decline was 5% - approximately 5 million jobs were lost. The arrival of visitors and tourists decreased and investment in tourism was reduced, with GDP dropping significantly more than 12%. Nevertheless, travel and tourism continue to be the leading employers. (WTTC, 2010 (a))

Even in depressing years of activity like 2009, travel and tourism still employ 235 million people worldwide - contributing 6.2% of all jobs and 9.4% of the global gross domestic product (GDP). Before the pandemic, it was expected that between 2010 and 2020, the travel and tourism economy would grow 4.4% and create 300 million jobs, that is, 9.2% of total employment and 9.6% of total world GDP. (WTTC, 2010 (a)). Thus, this number ensures that the travel and tourism sector will continue to be the world's highest priority sector and employer. In 2010 international tourist arrivals increased from 3% to 4%, and are expected to reach the 1.2 billion mark by 2020. It is certain that the importance of travel and tourism will continue to grow, representing the world's top-priority sectors and employers.

Europe is the most visited region in the world, with 500 million visitors, representing revenue of \$ 434 million according to the UNWTO (2009). In particular, the European Union - surrounded by the four Seas: the Mediterranean Sea, the Baltic, the North and the Black Sea, and the Atlantic Ocean – regards the number of overnights stays in the regions of Europe. (WTTC, 2010 (a))

In Europe, Portugal offers ideal tourist conditions for its mild Mediterranean climate, long coastline and high quality beaches, all factors that represent the main drivers of the tourism industry in Portugal. Portugal is very rich in natural beauty, historical and cultural heritage. The Portuguese are known for being very helpful and friendly. This is the reason why the first choice of so many tourists is Portugal.

Tourism is a very important for the Portuguese economy by different reasons, previously exposed: First of all, the Tourism sector is a significant financial contributor for the national GDP and the main generator of income and source of employment.

Secondly, according to AICEP Portugal global, it is a very positive factor in enhancing the positive image of Portugal abroad. Amongst 133 countries, Portugal ranked 1st in the world-class port tourism competition index, ahead of Ireland, Norway, Cyprus, Belgium, Greece, etc. Amongst European Union countries, Portugal ranks 10th for the economic value of tourism activity and 6th in the terms of tourism as a part of GDP. (WTTC, 2010 (a)). The

Portuguese “travel and tourism” economy has a GDP of 24.2 billion euros and supports 943,000 jobs nationwide. Portugal is in the top ten countries in terms of receiving the most foreign tourists at the European level and in the top 25 in the world. Hotel accommodations in Portugal accommodated 12.9 million guests and 36.7 million guests overnight.

According to INE 2009, Algarve was still the main tourist destination (35.5%), followed by Lisbon (21.7%) and Madeira (15.1%), Algarve is present in 25 regions of Europe with a tourist intensity of more than 10 000 per 1 000 inhabitants overnight (WTTC, 2010 (a)).

Most of the tourists traveling to Portugal come from Europe, mainly from the European Union. But travelers to Brazil and the United States were also registered among the top ten countries. In 2009, hotel night breaks in Portugal by foreigners revealed that the United Kingdom had the largest number (5, 7 million), followed by Germany (3, 3 million) and Spain (3, 2 million), Netherlands (1, 8 million.), France (1, 6 million), United States (1, 5 million.), Ireland (0, 8 million.), Italy (0, 8 million.), Brazil (0, 6) Ml) and Belgium (0, 5 ml), (INE, 2010) (WTTC, 2010 (a)).

Algarve has been identified as highly dependent on travel and tourism, representing about 67% of total GDP with expectations regarding growth that were 1% in 2013. This accounted for more than 60% of total employment (WTTC, 2003). In that context, Algarve's main problem was its high competitiveness in terms of quality of products and services (WTTC, 2003). UNWTO's proposed guidelines for making Algarve a more competitive country in the global tourism market include improving human curriculum, the need for improved education and training, long-term tourism planning, increasing safety and security, and developing high-priority tourism promotion (WTC, 2003). So to maintain its high quality is very important for a region that is a unique combination of Golf, Sun, and Sea in the Mediterranean area, and at the same time constitutes a great challenge.

3.3. Recognition of tourism activities

The consumption by tourists generates a combination of impacts at their origin and with various intensities, thus affecting various activities, whether more or less economical. Given its importance, it is necessary to assess the costs and benefits of this consumption so that it can be ordered, that is, to be able to enhance or mitigate certain cases (Souza & Costa, 2021).

The verification of Tourism results is a complex task, since there is no concrete mechanism that allows a comprehensive analysis of Tourism activity. The interpretation of the phenomenon of Tourism necessarily requires an interdisciplinary approach, in which it is possible to ascertain all its effects in the different spheres where it operates, which is not guaranteed today.

This fact results from the way in which economic analysis was implemented, that is, at the time of the construction of economic models, the production of tangible goods predominated, thus neglecting services. As a result, the assessment is not entirely adequate, because the valuation between goods and services is not balanced (Souza & Costa, 2021).

The scenario in more developed countries is illuminating this issue, as services increasingly gain market share to the detriment of the production of material goods that tend to be relocated to more economically favorable contexts for companies, mainly by reducing the costs of labor, and a lower level of taxation. Despite this fact, the instruments of analysis remain practically unchanged, as they continue to focus on increasing the production of goods at the expense of services.

In order to be able to analyze tourism in a global way, the analysis criteria must be rethought, in order to be able to incorporate all the characteristics of the sector, to identify all services and all goods that make up its final product.

Socio cultural relations and the changes that tourism causes are another parameter of analysis that must be observed when we want to obtain a global view of the tourist activity - given the growing concerns with cultural values, the environment, the well-being of the populations, be they residents or visitors. The indicators that we currently have, do not clearly reflect this reality, and should be subject to adaptations so that they acquire specific and concrete scientific value. Thus, the analysis of the consequences of the tourist activity becomes quite complex.

Thus, it is necessary to obtain more complete data on the action of tourism in international economic relations, namely by adapting the methodology followed in the design of the balance of payments and the items that comprise it (Gonçalves, 2019).

At the State level, its participation in the development of tourism, not limited to the Central Administration, also extends to the regional and local levels, being necessary to assess in each of these spheres of governance the impact of tourism activity on public accounts. The

compilation of data requires sectoral discrimination in public budgets, however it is sometimes difficult to do so because there is some difficulty in separating resources that are only intended for tourism, and which on the other hand are intended for local populations.

As for the evaluation of investments, it is necessary to identify the existing infrastructures, equipment and exclusive production units for the production of goods and the provision of services to the tourism sector. It is essential to identify the economic and financial impacts of tourism too.

In order to be able to assess the effects of tourist activity, it is necessary to take into account, on the one hand, the moment that takes effect, and on the other, its extent. For example, when a visitor spends 5000 euros, in addition to the immediate effect, it will have more repercussions at later times, and it is not possible to immediately quantify the effect it will have (Souza & Costa, 2021).

Once tourism production is recognized, the results it produces are no different from any other sector, and three effects can be identified from a macroeconomic perspective - the induced, direct and indirect effects.

The induced effects are related to the remuneration paid to workers and producers who provide services and trade goods resulting from tourism expenses. Direct effects are accounted for when there is a direct consumption of goods and services, therefore a first level of transactions. Third, the indirect effects are seen in the sectors that produce and supply goods and services, and result from the need to satisfy the demand for services in the tourism sector, which is why it is considered a second level of transactions.

The repercussions of the direct and indirect effects result from an increase in income from companies and families, which in turn translate into more consumption, more investment, inducing a new cycle, namely in terms of the labor market and the productive sector.

Thus, the direct effects have immediate results, while the indirect and induced effects appear in a later moment, with more or less effects, depending on the economic cycle.

The verification of the effects of the tourist practice is based on the elaboration of an inventory that covers all that we consider valid, although as already mentioned, it is not always possible to carry out a careful evaluation of indicators that present deficiencies in their data. The effects should then be analyzed based on the impact of tourism on the economic system in general. The WTO has adopted a classification of the most important - the global

effects that interfere at the level of the development strategy, the partial effects that refer to those that act on the agents, and finally the external effects that concern the effects at the socio-cultural level.

Tourism is thus more than just an economic activity, it will also respond to political, social and cultural needs, which are essential for a global analysis of tourism (Turismo de Portugal, 2020).

3.4. Tourism Planning in Portugal

In the 1960s we first saw a reference to tourism as part of Portugal's planning instrument in Plano Intercalar de Fomento (Interim Development Plan) (1965-1967), firstly in I Plano de Fomento (First Development Plan) (1953-1958) and then on II Plano de Fomento (1959-1964). Meanwhile, III Plano de Fomento (Third Development Plan) (1968-1973) considered tourism as a strategic area of economic development, pointing how foreign markets led to the expansion of hotel capacity and complementary tourism activities (Moreira, 2018). The Interim Development Plan (Cavaco and Câmara cited in Moreira, 2018) highlights the importance of investing in hotel capacity for luxury tourism instead of larger tourism. Until the 1980s, Tourism planning on Portugal was practically non-existing. Moreira (2018) explained how there was a decade-lasting difficulty for the country to define policy for tourism and planning and organizing activities in medium and long term.

The first *Plano Nacional do Turismo* (National Tourism Plan) is a mid-term plan formulated and it was published in 1986. Recognized as a significant change in Portugal's tourism policy, it remained in effect until 1989. Under the plan, 19 regional tourism boards were created, which saw the state power pursuing a policy of decentralization with some emphasis on both local and regional levels. As land-use planning is evaluated, the goals of investment, professional training, tourism recreation and spa and promotion were to diversify the market and increase the revenue.

In 2006, however, a different Plano Nacional do Turismo (National Strategic Plan for Tourism) (2006-2015) was drawn, aiming to restructure the organic and institutional structure of tourism both nationally and regionally through investment in the simplification of Portugal's tourism plan and, after approval in 2007, it became a strategic framework for Portugal's tourism development throughout the ten years that followed. As a result, eleven

regional tourism agencies were established in mainland Portugal (in the form of regional tourism authorities and six tourism development centers), along with two regional tourism directorates in Madeira and Azores (Moreira, 2018).

Previously, there were regional and local agencies in mainland Portugal, and two autonomous regions responsible for managing destinations and product structures; External publicity for the regions was left to regional tourism promotion agencies; To diversify the offer, that is why 10 strategic tourism products were structured and developed for the first time, namely: cultural and landscape tours; The sun and the sea; Nature tourism; City break; Gastronomy and wine; Integrated resorts and residential tourism; Business tourism; Golf health and wellness; Nautical tourism; For the promotion and organization of such events for national destinations abroad; Strengthen public and private investment in tourism (Moreira, 2018).

This plan was revised in 2010, for the period 2013-2015. The revision was needed due to the effects of the perceived international economic and financial crisis in 2008, including low-cost air travel, reduced charter flights, growing demand for short breaks, information and communication technology due to the importance of new and other issues (INE, 2020).

This amendment aims at a more sustainable development of tourism, the region and the local community together with better qualified and competitive products. This change aims at a more sustainable development of tourism, the region and the local community combined with more qualified and competitive products. In addition, by investing in activities that provide unique, meaningful and authentic experiences, the events make a great contribution to enhance these experiences.

Moreira (2018) added that “When it comes to tourism products, the purpose was to develop strategic products; some were equipped as cultural and scenic tours with the rise of tourist, religious and cultural paths. Religious tourism was important because of the Marian cult pilgrimage”. These included better online promotions and distributions, as well as increased access to the sending countries by air and unique strategies. In terms of tourism planning, mainland Portugal has been organized into five regional tourist zones and five regional tourism authorities since 2013, with two regional tourism directorates, Azores and Madeira (Moreira, 2018).

In order to finalize the allocation of European structural and investment funds in a more effective way, expand networks in collaborative ways and strengthen sectoral and regional

coordination, several targets and investment priorities were established in the plan, which follows the Community Programming Cycle. And with the goal to create a strategic framework for tourism to follow the next cycle of community programming 2021-2027, Tourism Strategy 2027 was also set up. It bets on the integration of short-term initiatives into the 2020 horizon with Portugal's long-term structural and strategic vision for 10 consecutive years (Moreira, 2018).

Tourism strategy 2027 includes a national marketing plan, a tourism school development plan and a regional tourism plan. In addition to extensive participation in the planning process, consultations have been held between key players and partners, both public and private such as regional tourism authorities, local governments, intermediaries, business associations, entrepreneurs and the national scientific and technological system. The goal is to define a strategy that will not only be participatory, but also open, dynamic, adopting markets and trends, and divided by various economic activities in the tourism sector, with both partners responsible for engaging government and society.

Moreira (2018) identified strategic assets like the climate and light, nature and diversity, water, history and culture, gastronomy and wine, and artistic, cultural, sporting and business events. Two assets are emerging, which are well-being and living in Portugal. This is results from protection, climate, cost of living, quality of life, gastronomy and wines, preservation of the natural and cultural heritage and medical tourism, which encourages more foreigners, investors, students and pensioners to choose Portugal to live in Europe for a few weeks or months or the year. And due to its location in Europe, we can see more and more foreigners attracted by real estate investments. The Golden Visas Program, created in 2012, is a sample of the incentives that are created to captivate foreign investment (Moreira, 2018), one element of a strategy.

We have since retired from Northern and Central Europe looking for decades in the south of the country, especially Algarve, but increasingly acquiring residences in rural areas in the center and north of Portugal and finally foreigners providing healthcare and expanding medical, medical tourism offers in the vicinity of Portugal. One property is shared by all, including people - residents, visitors, and professionals. (...) Also included are five strategic axes: Region promotion, Driving the economy, Increase knowledge, Connection manufacturing, Portugal projecting (Tourism Strategy 2027).

3.5. Events Planning and the Internationalization of Portugal

The planning of international events in Portugal offers a very good chance to increase tourism demand and for internationalization. But some events always encouraged decentralization of tourists demand in the national region. Planning for international events in Portugal started with TAP's Portugal Rally which turned into a world championship rally in 1933. The event was considered the best gathering in the world five times. In the same direction, the Sporting event was considered the best plan for the European championship and Euro 2004 was a remarkable event. The event had a decentralized implementation, and occurred in some medium sized Portuguese cities such as Braga, Leiria, Coimbra, and Faro. In these medium sized cities, 10 football stadiums were rebuilt. This version of the event was considered one of the best planned by UEFA and one million tourists and 10,000 journalists from around the world took part in, enjoying the various matches (Garcia cited by Moreira, 2018).

Another important Sporting event is the Volvo Ocean Race, which is the largest shipping event worldwide. Lisbon was the consecutive port from the 2011-2012 race. The boat yard and the technology base will be in Lisbon at Doca de Pedro, where it will probably remain for the next 10 years. It has already shown a lot of economic impact on the city.

Ultimately all these events improve tourism is a European cultural capital plan. There are three European cultural capitals in Portugal, Lisbon, in 1994, Porto in 2001, and Guimarães in 2011. However, the largest cultural event held in Portugal was the World Trade Fair Expo-98 in Lisbon (Cunha, 2013).

J.B. Cassette (2006; 2010) highlights the importance of larger public exhibitions for tourist destinations. Expo-98 was built on the theme of Portuguese future heritage, the seashell theme, which celebrates the 500th anniversary of the discovery of the India by Vasco da Gama. It is involved in the requalification of a major urban project, which is the right bank of the Tagus River, with the aim of expanding the city to the east. The event was held in 1998 between May and September, and had more than 11million viewers, a remarkable contribution for Portugal.

The *Bolsa de Turismo de Lisboa*, BTL (Lisbon International Tourism Fair) brought together Portugal's largest tourism partners, with its first edition in the late 1989s and the Expo-98, in Lisbon, inspired an increase in events organized in Portugal (All Answers, 2018).

4. Tourism in Cascais Area

This chapter discusses about Cascais and its beach tourism. Cascais is very much popular for its “wonderful beaches”. In fact, many international and local tourists visit Cascais particularly for this aspect. So here we shall study Tourism in Cascais area; the tourist profile, motivations and brand; and the impact of the Tourism in terms of economic development.

4.1. Tourism in Cascais: The tourist profile, motivations and brand

Cascais is located under the Lisbon district, just two steps away from the capital city and its international airport, Sintra which is a UNESCO's historic site, Ericeira which is the world's best Surfing Reserve and Mafra, known as the Portuguese Versailles.

The climate is one of the principal attractions of Cascais. The Portuguese Riviera also offers a wonderful variety of landscapes and attractions, combining a wide range of offers in a unique destination. Cascais is considered, for example, the best place for pure leisure, for business, golf, sun and beach, and water sports. These are some of its attractions to which is added a new definition of concepts related to the environment, and activities in the Tourism sector.

Cascais is considered an excellent vacation destination for families, couples, national and international tourists. There are many hotels designed for families and for all types of tourists, and summer is considered the best time to visit this local (Gonçalves, 2019). Every year millions of international and national tourists visit Cascais, and choose Cascais mainly because of the beaches and nature **(See Annexes 1, 2)**.

In 2017, Cascais Municipality's hotel units and other accommodations were reported to have accommodated a total of 1.4 million nights stay, with a total of 535 thousand guests, of which 81.72% were international tourists. Most of the tourists stay at Cascais that time average 2.59 days. As of 2011 Cascais Municipality has a total of 31161 rooms, and 59 hotels and accommodations **(See Annexes 3 – 8)**.

Summer Occupancy

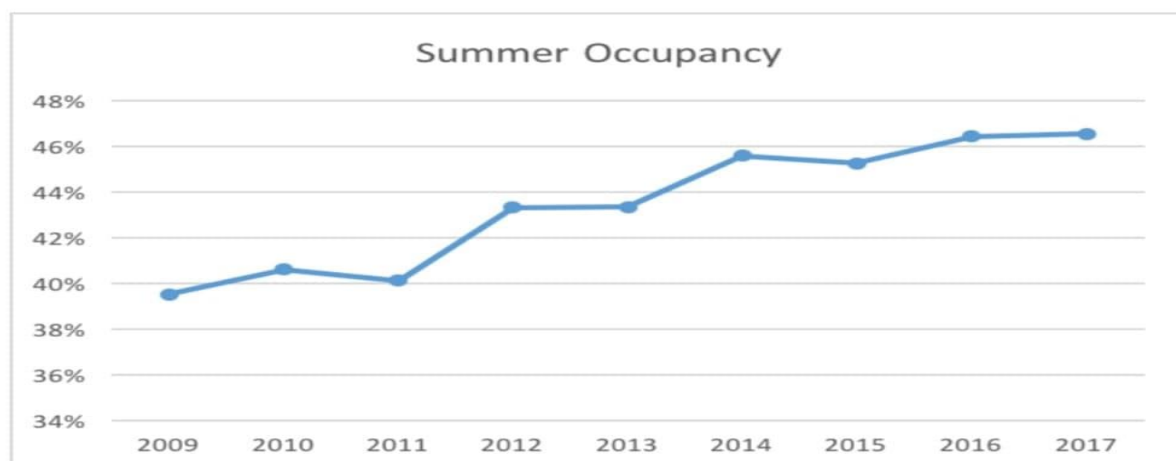


Figure 3: Summer Occupancy

Source: INF, IP-Statistics Portugal statistical yearbooks for the Lisbon Region

This graph shows that in the previous 2009 data, only the summer months were less than 40% of the year's total occupations. Although 2011 and 2015 showed a slight decline, employment rates have increased in recent summers; in 2017 it is approaching 50% and is around 47%. It is evident that the beaches of Cascais are valued by people, since with each passing year the bet of tourists in the summer gets stronger. Other factors that attract tourists to Cascais are golf (21% of the total in 2017 – INF, IP -Statistics) and surfing, which mainly attracts younger people (**See Annexes 1, 2**). Another important factor to consider is the number of tourists residing in Cascais.

A residential tourist is a person who has a second home outside of their primary residential area. These people spend a great part of the year in their second home either working or at leisure time. Foreigners and local Portuguese residents whose main residence is not in Cascais and who have a second home in Cascais, who have spent a long time there, should be considered a resident tourist in Cascais (UNWTO). Cascais has always had a large number of resident tourists due to its natural beauty, gorgeous sea views and great weather, sophisticated city center, proximity to Lisbon, great international schools taught in English and great healthcare facilities, both private and public (Gonçalves, 2019). This trend still remains with Cascais. Of these resident travelers 46% are women and 54% are men. An age analysis

revealed that most of these foreign residents are between 25 and 44 years old since at least 2011.

Resident Tourists

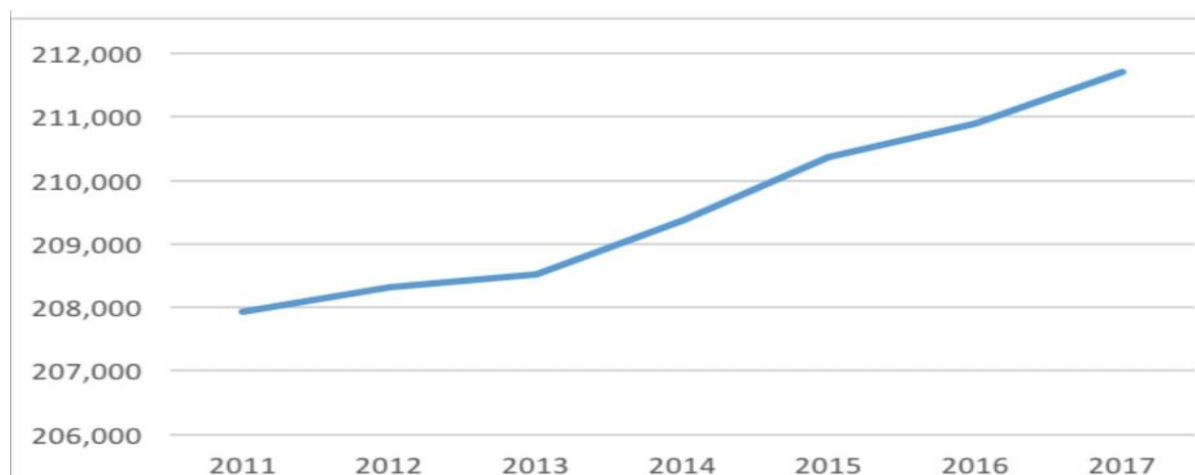


Figure 4: Resident Tourists

Source: INF, IP-Statistics Portugal statistical yearbooks for the Lisbon Region

In this graph we can see that the number of foreign residents has been increasing, mainly in 2011, more rapidly since 2013, a little more slowly since 2015, but still growing faster than in the previous year of 2013. This local can be an alternative to the city of Lisbon. In fact, the Portuguese capital is very populated, and has some deficit with regard to housing. Cascais is therefore a good alternative for tourists who want to visit Portugal but also for those who choose to have a second home outside their country of residence. To further facilitate the choice of tourists, Cascais also offers a wide range of bilingual schools.

On the other hand, the popularity of Lisbon universities is attracting many new students in search of new and exciting opportunities. Gonçalves (2019) said, for example, moving the Campolide of the Nova School of Business and Economics to Caracavelos is expected to attract many international students to Cascais and its various locations, helping to increase the number of resident tourists, as well as the age limit for the percentage of people.

Both international school and university campuses attract lots of foreigners, so these same foreigners will become a very important part of Cascais promotion, as they will use word of

mouth to showcase Cascais to their friends and family. It is noteworthy that Cascais has more visitors than conventional overnight stay tourists, as well as visitors on several days of the year.

In the Lisbon Metropolitan Area (2017) 12.8% of foreign tourists are staying in Cascais, according to a study conducted by the Lisbon Tourism Observatory, which means 2623 potential visitors. About 61% of all visitors in the Lisbon metropolitan area throughout the year become day visitors to the municipality of Cascais. Thus, we see that, for 2017 alone, the total number of tourists (overnight and day visitors) in Cascais will reach around 4.887.386 (Cascais municipality data).

To construct a better idea of the many types of tourists who visit Cascais, we should observe their inspirations, their expectations, their origins, and their characteristics - such as their age, weather conditions they're accustomed to, if they travel alone or not and who they travel with, etc.

Foreign Tourist 2017

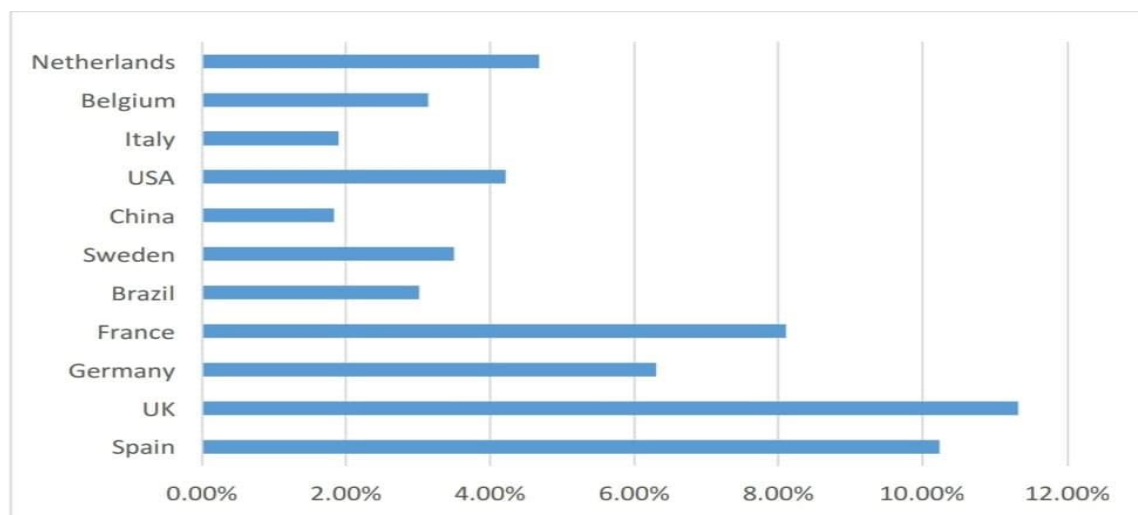


Figure 5: Foreign Tourist 2017

Source: INF, IP-Statistics, Portugal statistical yearbooks for the Lisbon Region

Looking at the Figure 5 and supported by results obtained by Gonçalves (2019) we can say that most of the tourists come either from the U.K., Spain or France in 2017. Besides these

three, which account for most of the tourism, we also see quite a few coming from the Netherlands, Belgium, Sweden and Germany.

In relation to ages, Gonçalves (2019) refers in his project that 33,5% of the tourists are between 45 – 54 years old, with the next highest category being between 35 – 44 years old, which means most tourists are adults below 55 years old.

About other aspects, Gonçalves (2019) refers that 93,3% are first comers to the Lisbon Metropolitan Area and 42,5% of all tourists are traveling with a group of friends. Of these tourists, 96,9% went out for dinner, 95,6% went on walks, 92% visited museums and attractions, 81,5% tasted the local gastronomy and wines and 62,5% went to exhibitions. These comprise the top 5 activities tourists chose to do.

About the main activities carried out by tourists, Gonçalves (2019) said that,

The beach was also an activity for 53,2% of them, but the nature activities was only chosen by 17,1%. 14 Another study conducted by Observatório de Turismo de Lisboa (2017) that surveyed 7472 foreigners regarding their motivations in the Lisbon Metropolitan Area, shows that 91,6% come for leisure. Of these 91,6%, 6,1% come for a city & short break and 12,4% for the sun and sea, with only a very small number coming for nature activities (0,04%).

It appears that many of these tourists have never been in Cascais before. They are usually accompanied by friends and are aged between 35 and 54 years old according to the Lisbon Metropolitan Area tourist profile (which includes Cascais). For locals, Cascais has the reputation as the village near Lisbon, of quality beaches and white sand. One could argue, of course, that Cascais has much more to give and, its own branding bets precisely on presenting what exactly sets it apart from other tourism locations (Gonçalves, 2019).

In fact, Cascais also has some very attractive offers when it comes to golf, nature, nautical and business tourism, cultural and landscaping touring and city breaks. Actually, when it comes to culture, Cascais decided to identify specific areas to visit, such as the Museum Quarter, redistributing their tourists per quarter, avoiding overcrowding in the Cultural Village. All of these offers mentioned above compose the touristic products of Cascais. Nevertheless, none of these activities would be possible if not for the great weather in Cascais, making it one of the most important factors in the decision-making process of tourists (...) Due to its 15 enormous coastline and the high quality of beaches, the sun and sea traditional tourism segment also represents a very important part of Cascais' attractiveness and brand. In recent years, Cascais Council has become even more environmentally conscious and developed several policies and strategies that made the municipality area eco-friendlier, dedicated to preserve ecosystems, recuperate buildings and create spaces and activities where local people and visitors can help to preserve and learn about several related topics (Gonçalves, 2019)

Sailing is a common activity in Cascais, much like surfing which has been growing in popularity over the last years, attracting large crowds. This is facilitated by the many schools dedicated to this sport in Cascais, who also offer Surf Camps where surfers can stay and share surfing houses with fellow surfers, while also enjoying surf-related activities. The Atlantic Ocean's Coast offers the natural conditions which make these beaches proper for such activities. (Gonçalves, 2019).

The great weather and wind condition in Cascais make it a perfect destination for sailing enthusiasts and experts. In Cascais, they can enjoy strong sea winds all year long and warmer water temperature, unlike some locations that do not have winds in the summertime, making Cascais an ideal location for summer races. Regarding the other activities, and some of the previous ones as well, Cascais has several partnerships with local companies that give tourists a lot of options when it comes to spending their free time to be here. (Gonçalves, 2019).

“Cascais: The Charm of the Atlantic Coast” is a slogan used by Cascais to highlight its location, implying praise to its coast and weather. A second slogan with the message “Come for the Peace and Quiet. Stay for the many Cultural Attractions” promises a richer destination, beyond a nice place to rest and relax. Both these slogans portray the touristic value Cascais has. A value that Cascais is clearly aware of when investing, for example, on facilities designed to host meetings and conferences (Gonçalves, 2019).²

Thus Cascais presents itself as a destination of sun and sea, with natural wonders and an overall family-friendly potential. More than just a relaxing destination, it aims to attract those looking for soothing places without the boredom that could usually come with it. A calm environment but with no short amount of activities, it's particularly a paradise for surfers, sailors and golfers. Cascais tends to charm not just tourists, but also locals and residents with the many things it has to offer (Gonçalves, 2019).³

4.2. Economical development by International tourism

The direct contribution of the travel and tourism sector to GDP was around 10 billion euros, according to the 2015 Report on Competitiveness of Travel and Tourism, which constitutes

² Cascais Portugal Tourism Guide – Fully Updated for 2021!. (2020). Retrieved 31 December 2020, from <https://www.cascais-portugal.com/index.html>

³ Data provided by the Municipality of Cascais (Cascais municipality data in text) Goodwin, H. (2017). “The Challenge of Overtourism”. Responsible tourism partnership working paper 4. October 2017. Available at: <http://haroldgoodwin.info/pubs/RTP'WP4Overtourism01'2017.pdf>

6% of total GDP in 2014 and is predicted to rise by 2.5% in the period from 2015 to 2025 to around 14 billion euros - or 7% of GDP in the year 2025. This sector reflects the economic activity generated by industries such as travel agencies, airlines and other passenger transportation services, hotels and the activities of the restaurant and leisure industries directly supported, proving to be of great significance to the Portuguese economy (Tourism in Cascais, 2020).

Tourism growth and hospitality industry is now widely recognized for its economic contribution supporting approximately 8 million foreign visitors each year. Nonetheless, residents as tourists are playing an increasingly important role and have been increasing steadily over the course of the previous year (Cascais beaches and beach guide, 2020).

In this sense, Bento said that “(...) it is important to uniformly realize the importance of the contribution of travel and tourism by residents and non-residents to tourism development plans or programs in the long term” (Bento, 2016).

Bento (2016) study highlights that the domestic tourism market is a sector with growth potential. The purpose of his study is to assess the impact of the domestic tourism market development, alongside international tourism, on Portugal's economic growth in the long run.

According to Bento supported by information obtained from the National Institute of Statistics,

The motives for traveling by residents are visits with families or friends, but tourism trips are also significantly connected with leisure, recreation and holidays. Domestic tourism provides opportunities to those operating in the tourism industry by generating visitor spending in domestic holidays and providing support to tourism operators in off-season months. Countries with a strong domestic tourism sector are usually better prepared to endure fluctuations in international demand due to economic depression, terrorist attack or even natural disaster (2016).

The context of the Bento's study relates to the local tourism development and the objective of the National Strategic Plan for tourism that is to accelerate the growth of local tourism (Bento, 2016).

The findings of this study provided new perspectives on the relative significance and contribution of local tourism to economic growth and provided insights to governments whether they should continue to promote tourism related activities focusing on upgrading and modernization, quality, innovative and attractive tourism services to domestic consumers, while maintaining a stable political and economic environment for tourism planning and development to gain the tourism market (Bento, 2016).

We agree that this study expands upon the existing research base on the economic growth finding that there is a causal link between tourism and economic growth.⁴

Tourism does really matter for economic growth in Portugal. The results are indicative of a causal link amongst local tourists and economic growth, and therefore this study confirms that tourism is an important source of economic growth. The central policy implication thus emanating from these findings is that policy makers should pay attention to not only to foreign tourists, but all domestic tourists as well. Despite the contribution of our findings, this study is not without any limitations (...) (Bento, 2016).⁵

⁴ Tourism in Cascais, Portugal. (2020). Retrieved 31 December 2020, from <https://www.europeanbestdestinations.com/destinations/cascais/>

⁵ UNWTO Tourism Highlights, 2016 Edition | UNWTO. (2020). Retrieved 29 December 2020, from <https://www.unwto.org/archive/global/publication/unwto-tourism-highlights-2017-edition>

5. Conclusion

Tourism is seen as one of the largest and fastest growing economic sectors in the world. Travel abroad is on the rise. We can say that there is a causal link between tourism and economic growth. Tourism is really important for Portugal's economic growth. The results indicate a causal link between domestic tourism and economic growth and so this study confirms that tourism is an important source of economic development. The central policy involved in these decisions is that policy makers should pay attention not only to international tourists, but also to all local tourists.

We get to know little about the relation between tourism growth and local development. Thus, estimates of tourism-led growth at the local and international level or at the regional level will be explored. Moreover, all these factors affect the domestic tourism sector and can serve as the basis for future tourism, related to the general economic situation and tourism potential. In this sense, the Portuguese National Statistical Institute (INE) will begin systematically publishing tourist data this decade.

The promotion work of the Agencies and its plans, as the Third Development Plan promoting high-end, luxury and first-class hotels in terms of international tourism demand and products, is significant.

Tourism revealed itself as an integral part of international relations. In fact, tourism has become a partner not only at the level of international relations, but also at the level of international politics, which regulates those same relations with special attention while deepening the phenomenon of globalization.

From a transnational perspective, tourism is absolutely integral in international relations. Evidence of this is that there are many other aspects of tourism practices that interact with tourism, such as the exchange rate problem at the financial and economic level, or the operation of large or small entities, border issues, all driven by political decisions. It should be noted that any kind of embarrassment in a particular part of the world, whether political or not, creates endless instability in other destinations, which in turn will affect the flow.

In the same way, policies related to tourism are determined by political power, which may or may not be under the influence of certain ideologies. Thus, the impact that international relations have had on tourism practices can be clearly identified.

Economically, as mentioned in the whole work of tourism, from investment to labor market, through balance of payments at different levels, among others, but more or less deep stimulus of tourism has a very significant impact at the political level.

Absolutely strategic for Portugal, tourism is the country's main export sector and there is a huge opportunity to increase this index. On the basis of "Portugal is in fashion", we aim to analyze the importance of internationalization of tourism and examine the economic impact of tourism activities on the Portuguese economy. To achieve this goal, we had to study its history, but also the current state of the sector and what it expects in the future. Several factors were asked, such as what differentiates us, the sustainability of the sector, what we do as tourism products and what advantages we have over our competitors.

As the study is conducted, we share the strong belief that Portugal has very positive conditions for the development and integration of the tourism sector and inevitably contributes to our economy, but also at the environmental and social level, by empowerment and growth in cultures.

Thus, international relations are a central component of tourism in that it is a guarantor of good relations between states, contributes to a certain extent to international security, and enacts laws of a transversal nature in the international system.

As Moreira (2018), we can conclude that the lack of qualified human resources and the persistently low salaries of many people employed in tourism have been particular problems for destinations and elements of the tourist system, created precisely by the fast growth of tourism in Portugal since beginning of the second decade of 2000. And yet, the lack of qualified human resources and the persistently low salaries of many people employed in tourism have been particular problems for destinations and elements of the tourist system, created precisely by the fast growth of tourism in Portugal. This, along with an increase of tourist pressure on facilities and public infrastructure is why some local authorities have tried to tax tourists overnight by investing in attracting tourists and /or cleaning up public areas. Yet over the last 11 years, Portugal's tourist offerings have grown significantly, diversified and unique as new tourist products and attractions have made the destination more attractive, and innovations in accommodation and catering have made a difference. Portugal has been able to project itself internationally by staging big events.

Investments have been made in the figure, promoting and marketing Portugal as a destination, and increasing the demand for both national and international tourists as a result. The marked

season of tourist demand is declining, so Portugal may begin to assert itself as a destination throughout the year. Tourism employment, investment, exports, development of the maritime economy, restructuring of public spaces, rehabilitation of properties built in historic centers of medium-sized Portuguese cities, and regional development have encouraged people to settle in inland low-density areas. The efforts of the partners are being transformed to strengthen the competitiveness of the destination. The ones in charge for attractions and destination management must aim for sustainability and quality as the mainstay of the competition. After all, the dynamic nature of Portugal's tourism has become very pronounced nowadays, and the cost and benefits of this activity ought to be evaluated.

In the case of Portugal, we found that for many tourists the first choice was Cascais and its beaches. Cascais is considered a sustainable destination, so investment in marketing and communication plans is necessary. In this sense, it seems evident that the Câmara de Cascais is interested in promoting Cascais as a green destination.

According to tourists, Cascais still manages to attract more tourists each year, leading me to conclude that, although not a direct route, these policies play a very important role in the development of Cascais as a destination.

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